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ABSTRACT

Developed for community educators interested in planning activities for National Community Education Day, this packet of materials presents planning ideas and examples of activities undertaken during the first National Community Education Day held in 1982. After messages from the National Community Education Assocation (NCEA) and the American Association of Community and Junior Colleges (AACJC), information on the planning packet is provided. Next, the role of National Community Education Day in enhancing an institution's public relations is discussed and guidance is provided on charting public opinion and selecting the most effective ways of reaching a target audience. The following sections highlight 1982 events that focused on increasing institutional visibility, fundraising, involving local children, promoting political awareness, utilizing Community Education Day in conducting other institutional business, and involving state-level policymakers. Next, suggestions are provided about using the Community Education Day logo, developing special "I Support Community Education Day" products, and inviting important members of the local community to the event. Resources available to help plan a National Community Education Day event are cited. Also included in the packet are: (1) a joint NCEA/AACJC resolution; (2) a step-by-step guide for organizing a community event; and (3) a special event analyzer to help institutions prioritize events in terms of their purposes and effects. (HB)

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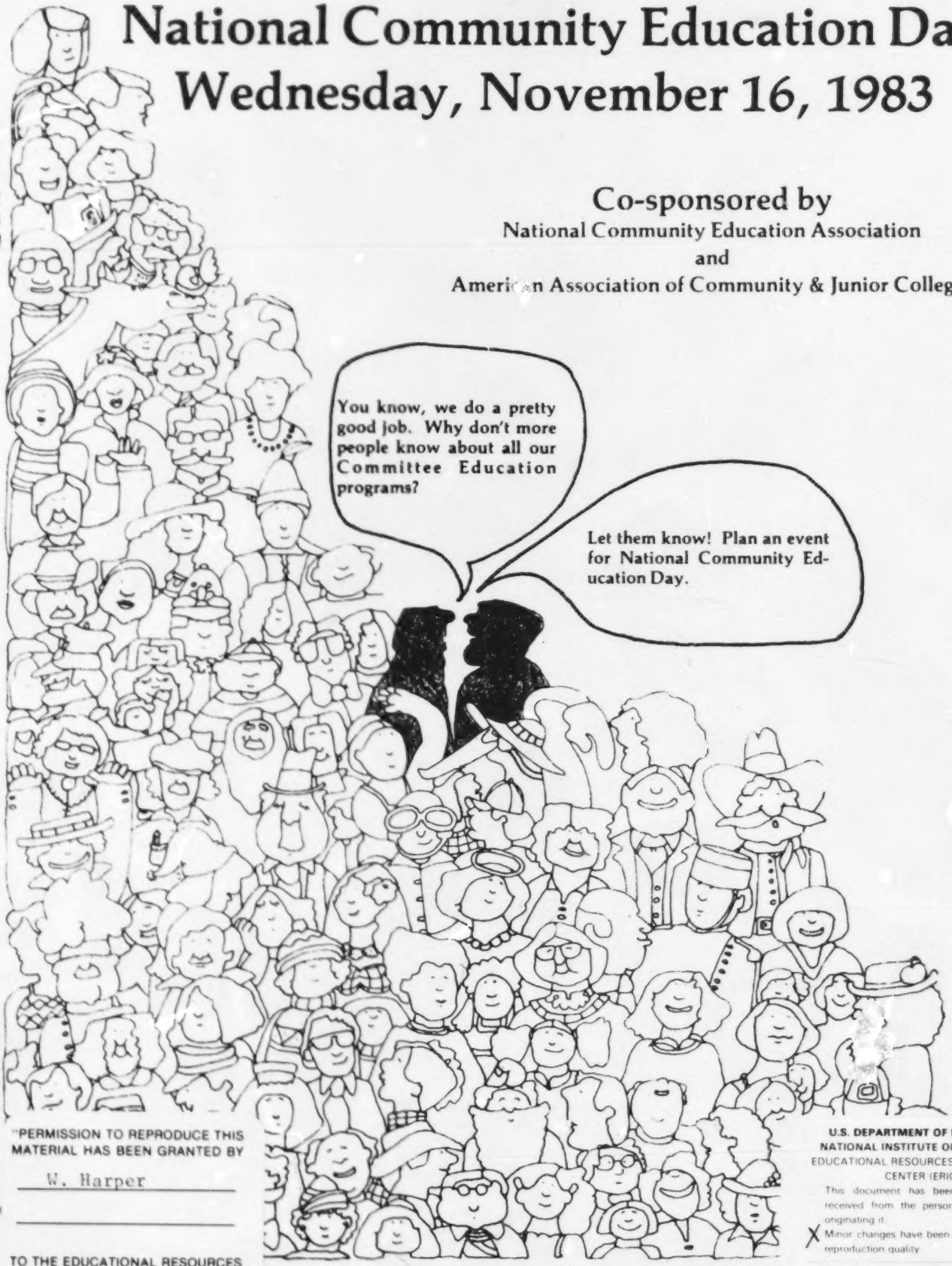
Community Events Planning Packet
National Community Education Day
Wednesday, November 16, 1983

Co-sponsored by

National Community Education Association

and

American Association of Community & Junior Colleges


You know, we do a pretty good job. Why don't more people know about all our Committee Education programs?
Let them know! Plan an event for National Community Education Day.

JC 830 512

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NCEA

Dear Educator:

Last year the NCEA Board approved the sponsorship of the first National Community Education Day. It was our intent to plan something national in scope, but local in focus — a special day to draw attention to the positive aspects of community education's role in public education. The results were beyond all our expectations, and the demand to continue this "Day" was obvious.

This year we are pleased that the American Association of Community and Junior Colleges (AACJC) has chosen to co-sponsor this event with NCEA. We welcome their involvement.

It is our goal to involve 2,000 communities in the planning and observance of this year's National Community Education Day. "I Support Community Education" is more than just our slogan, it's a statement — and the more people who make it, the stronger the message becomes. We encourage your community's involvement in this year's special "Day."

Sincerely,

Paul Tremper

Paul Tremper
NCEA Executive Director

About This Packet

This packet contains more than just ideas for community educators interested in planning activities for National Community Education Day. It includes actual events that were held successfully last year during the celebration of the first "Day."

Last year we learned that activities can be planned for youth as well as adults. Publicity can be gained from the news media, as well as other avenues. Targeted public information can lead to political awareness. Funds can be raised to help local programs. And routine community education activities can be enhanced when conducted on NCE Day. This packet includes examples from all these areas.

Also included in this packet are two planning guides. One guide has been designed to aid in charting public opinion, to determine the most effective media avenue to reach your targeted audience. The other guide has been designed to help list, prioritize, and select the best event to serve your community's need for National Community Education Day.

A sample proclamation, joint resolution, camera-ready logos, "I Support Community Education" materials order form, and a 12-step **Community Event Organizer** are included. Good luck with your planning; we hope this packet is useful.

AACJC

Dear Colleague:

The theme for this year's American Education Week is "A Strong Nation Needs Strong Public Schools." We want to expand that theme to recognize the contributions of community, junior, and technical colleges. The American Association of Community and Junior Colleges (AACJC) has therefore joined with the National Community Education Association (NCEA) to celebrate National Community Education Day.

Community, junior, and technical colleges have been involved in community education for years—both independently and in cooperation with public school districts. We are proud of the number of models of partnerships between local schools and AACJC member colleges. This "Day" presents another opportunity for cooperation.

Enclosed with this packet is a joint resolution adopted by the Boards of Directors for both AACJC and NCEA. We encourage all community, junior, and technical colleges to adopt a similar joint resolution with their local school districts, and plan an activity to showcase their community education programs.

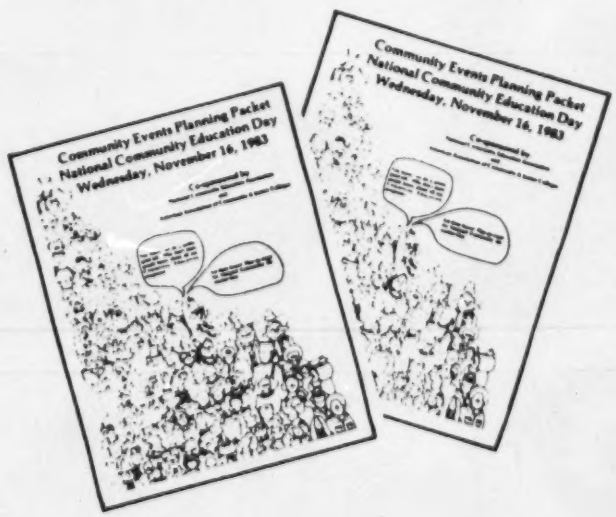
Together, we can show the public how we are stretching tax dollars while providing quality education. Your involvement is encouraged.

Sincerely,

Dale Parnell

Dale Parnell
AACJC President

INFORMATION:
THE FIRST STAGE OF ACTION!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Public Communication

The major purpose of National Community Education Day is to set aside one day of the year to tell (or show) the public the kind of job we're doing. If your program is doing a good job, then tell somebody about it. The ultimate goal of good public relations cannot be accomplished in one day, but it can be enhanced a great deal.

The following definitions may be useful in helping you plan your public communications.

Publics — Any group of people with common interests or characteristics.
Public Relations -- Creating your overall longterm image, rather than instant recognition.
Publicity — An act designed to attract public interest.
Public Information — Informing and educating the public about a certain issue, leading them to a specific action.
News — Current information that informs, interests, and entertains.

Sometimes it is necessary to weave all of these elements together to achieve your goal. A **publicity** event can gain your **publics** attention, so you can provide them with **public information.** This can also attract the **news** media. Together this can help lead to good long term **public relations.**

CHARTING PUBLIC OPINION

	1 What Do They Think Now?	2 What Do You Want Them To Think?	3 What Messages/ Information Will Affect Their Thinking?	4 What Is The Best Way To Get This Information To Your Target Audience?
Staff Members of School/College				
Board Policy Makers				
Related Agency Personnel				
Community Group Leaders				
Program Participants				
Program Aides/ Volunteers				
General Public				

See chart below

What To Do?

When planning for National Community Education Day, first think of your audience (or public). Who is it that you are trying to reach — policy-makers, children, the general public? Next ask yourself what message you would like to convey — a success, an issue, a thank you? Finally, ask yourself what would be the best way(s) to deliver your message to your targeted audience.

The following pages highlight examples of activities that took place last year on National Community Education Day. A star (★) signifies those examples. Other ideas are included as well. These ideas will help stimulate your thinking to plan an event that is appropriate for your program's need.

Two important lessons were learned from last year:
1) Allow as much lead time as possible for planning your event.
2) The more groups you include in the planning process, the more participation you will gain.

REACHING YOUR TARGET AUDIENCE (PUBLICS)

	Personal Contact Letters/ Notes	Special Publications Flyers/ Newsletters	Print Media PSAs/ Features	Radio TV Media PSA s/ Features	Special Publicity Event	Cooperative Work Project
Staff Member School/College						
Board Policy Makers						
Related Agency Personnel						
Community Group Leaders						
Program Participants						
Program Aides Volunteers						
General Public						

(Insert the messages from column #3, **Charting Public Opinion**, in the appropriate blank spaces.)

Ideas, Ideas, Ideas, Ideas, Ideas, Ideas

Publicity

Y'all Come

★ What better way to recruit new participants to your program than to invite them to experience community education activities first-hand. That's what happened through the South Oklahoma City Junior College program in *Moore, Oklahoma*. Demonstrations, entertainment, refreshments and free prizes helped to attract participants on NCE Day.

Shopping Mall Success

★ If you can't bring the potential participants to the school, then bring the school to them. That's what they did in *St. Paul, Minnesota*. Displays, demonstrations, and activities were held in a downtown shopping mall to catch the eye and interest of shoppers on NCE Day.

Readerboard Gets Message Across

★ Prior to NCE Day, the scoreboard's "readerboard" at Autzen Stadium in *Eugene, Oregon*, announced the forthcoming national event during a football game between Oregon and Washington State.

Business Helps Out

★ "Chatterbox" is a monthly news flyer published by a realty company in *Tucson, Arizona*. A week long schedule of activities highlighting American Education Week was printed for Hudlow Community School.

Media Blitz

★ "Media-We Need-A-Ya" was the theme used by the community education program in *Libby, Montana*. Public attention was drawn to the schools by having each school plan some special activity. (One school planned a "Family '50s Dance" that attracted 300 participants. Intermission entertainment included teachers and principals modeling swim suits from the 1920s). Both the print and air medias were informed of the activities, and the result was lots of articles, pictures, and even a remote radio broadcast from one of the schools.

Special Edition Published

★ The *Washington, D.C.* community schools did not rely solely on the local press to cover their activities. they developed their own special publication. A special edition newsletter was distributed throughout the city announcing an NCE Day banquet, and carrying the Mayor's proclamation, a directory of the 14 community schools, and a variety of articles. This pre-NCE Day publicity helped to increase general awareness and make the banquet celebration a success.

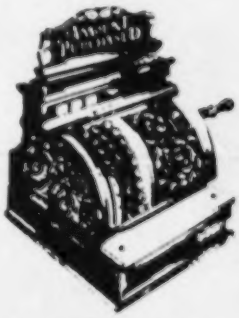
Invite Them All

★ A "10th Anniversary Open House" was held in *Monticello, Minnesota*, and the invitation list was impressive. Besides the local dignitaries who were invited, invitations were also sent to the Governor, a U.S. Senator, and the President of the United States. Although the three could not attend, written responses were received and read to those who could. Who knows, maybe next time they might attend. It can't hurt to ask.

Post Office Publicity

A postal cancellation with the dates or theme of National Community Education Day is an easy way to get the message to many people at once. "Support Community Education" is a simple slogan that the Post Office considers a public service advertisement. You can arrange to have a cancellation run from your local post office by ordering it in advance from the Manager of the Special Services Division. A charge will be made if it is the first time the cancellation is to be run; every usage afterwards is free and by request only.

Fund-Raising



One Large Undertaking

★ One hundred and fifty volunteers donated over 8,000 hours to construct the "World's Largest Quilt" in *Columbia, South Carolina*. The quilt contains 400 squares depicting community education activities. It was unveiled on NCE Day and is valued at over $30,000.

Entertainment Ensemble

★ Over $500 was raised in *Hightstown, New Jersey*, when the community education program hosted the musical ensemble, "The National Chorale." The high school auditorium was filled on NCE Day for this event. Each participant was handed an entertainment program containing a message about community education.

Eating Up the Profits

Arrange a business deal with a local restaurant or restaurant chain. (Pizza parlors are expecially good.) Plan an event to take place that will draw customers in and promote the event through all available networks. Negotiate a percentage take of the profits for that particualr night. A well planned and promoted event should make the owner happy and add a little income to your program.

Ideas, Ideas, Ideas, Ideas, Ideas, Ideas

Involving Kids

Handicapped Awareness Opens Eyes

★ In *Longmont, Colorado,* American Education Week took on the focus of "handicapped awareness." An assembly featuring a handicapped puppets show was viewed by all the children. Teachers were encouraged to plan a classroom activity and were provided with a list of suggestions. They were also provided with a listing of available films and a/v programs, bibliography, and community resources. The results not only increased awareness, but drew media attention to the program.

Essays, for Students

★ In *Roanoke, Virginia,* elementary school students participated in an essay contest. "What community education means to my school" was their topic. In *Dulce, New Mexico,* they wrote about "What's Good About Our Dulce Community." Prizes were awarded to the winners and the essays were published by the local press.

Kids of All Ages

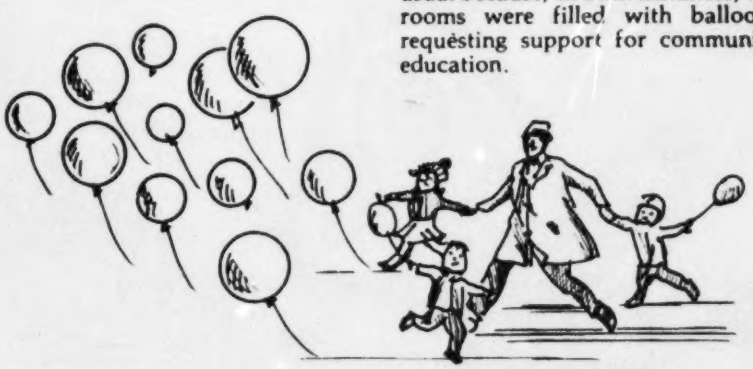
★ In *Durham, North Carolina,* seventy-five senior citizens joined with pre-schoolers to celebrate NCE Day. Mailed invitations and door-to-door visits helped publicize the event. A senior citizen rhythm band performed for the students, who reciprocated with their own performance. All visitors were treated to lunch and participated in demonstrations of community education classes.

Art Contest and Prizes

★ What does community mean to you? That was the question asked kindergarten through sixth grade students in *Roseville, Minnesota.* Their answers came in the form of drawings and colored posters. The contest participants were all awarded "I Support Community Education" stickers, and winners were invited to lunch with the superintendent.

Ballon Launch

Get a school full of kids, helium-filled balloons, put a message inside each one, and you have all the makings for a balloon launch. Your message could read — "I Support Community Education, won't you too? If you would like to participate in an activity, or volunteer your help, contact. . .". Have each student sent his/her own words of encouragement on the reverse side of the message. Don't forget to let the media know when it's launch time.



Political Awareness

Informatiive Breakfast

★ Breakfast isn't just for orange juice anymore. The program in *West Palm Beach, Florida,* mailed embossed RSVP invitations to local dignitaries inviting them to a special community education breakfast. Political leaders consumed information as well as eggs benedict. Each participant's meal was sponsored by a local school.

School Lunch Anyone?

★ A luncheon was held at Richmond Hill Elementary School in *Pembroke, Georgia,* and the Mayor and City Council attended. Fact sheets on community education were presented to the officials. They also received a first-hand tour of the overcrowded facilities and talked with school officials on inter-agency cooperation.

Join Resolutions and the Press

★ Inter-agency cooperation and community education go together, but does the public know? They did in *Mission, South Dakota,* when the local newspaper carried an article and picture of a joint resolution being signed by representatives from seven agencies serving the Rosebud Indian Reservation.

Reports with a Rise

★ The local school board and chamber of commerce were the targets of attention for the *Battle Ground, Washington,* community education program. An annual report of the program's accomplishments were presented to each group. The reports received more attention (and press) than usual because, in both instances, the rooms were filled with balloons requesting support for community education.

Ideas, Ideas, Ideas, Ideas, Ideas, Ideas

Conducting Business

Annual Meeting

★ The Elmendorf Community School Association, housed on Elmendorf Air Force Base, in *Anchorage, Alaska*, used NCE Day to conduct its annual association meeting and elections.

Thank You

★ In *Ankeny, Iowa*, they took advantage of NCE Day by mailing out "Thank You" cards to volunteer leaders and supporters . . . "I Support Community Education — and you have supported it, too", is a good way to begin the message.

Door-to-Door Survey

★ *South Toms River, New Jersey*, conducted a door-to-door survey on NCE Day. Questionnaires were distributed by volunteers wearing arm bands and "I Support Community Eucation" buttons. Along with collecting information for future program needs, community interest was heightened, and residents had a chance to get to know their neighbors.

Posters with Discounts

★ A poster in *Burkburnett, Texas*, announced a week long list of activities to celebrate American Education Week. Included on the poster was the following:
"Make a $25 purchase from a participating merchant November 15-19, and receive 10% off the course of your choice during Community Education's spring semester."

Volunteer Recognition Night

What better way is there to provide recognition than to present an award. And what better way is there to get a crowd together to watch the awards ceremony than to nominate lots of potential winners. An "awards night" is a good way to recognize the efforts of volunteers and inform the public about your program.

State Level Involvement

State-Wide Conference

★ In *College Park, Maryland*, the University of Maryland and the Maryland Association for Community Education sponsored "A Celebration of National Community Education Day." An afternoon program of speakers, panel discussions, small group sessions, and a tour of local programs highlighted the event. Dignitaries from the university as well as state-level policy-makers and officials participated in the program.

Capitol Awards

★ The Capitol Building in *Tallahassee, Florida*, was the setting for, the "Awards of Excellence" program sponsored by the Florida Community Education Foundation and the Florida Department of Education. Nine award categories were established and presentations were made to more than twenty recipients. Representives from the Department of Education as well as the Legislature were on hand to join in this NCE Day celebration.

Proclamation and News Release

★ In *Charleston, West Virginia*, Governor John D. Rockefeller IV proclaimed NCE Day, as did twenty-two other governors across the country. His proclamation was followed by a news release from the State Superintendent of Public Instruction. Part of the Superintendent's statement said: "Using school buildings for community education gives taxpayers more school facility mileage for their money."

Department Newsletter

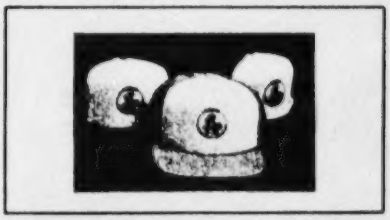
All State Department of Education offices distribute a newsletter. NCE Day is an excellent opportunity to receive publicity in their publication. An article on a local program, a state level conference, or a future happening are all potential stories. If the Governor signs a proclamation, that should provide and entry point for a larger story about community education.

About This Logo

This logo is an adaptation of the one created by Elliot Grieve for the Association for Community Education in British Columbia (ACE/BC). This logo has been used with various slogans, such as:

"We Support Community Education"
"Support Community Education"
"(Name of Program) Community Education"
"Community Education Supports Me"

We encourage the use and adaptation of this logo in publications and print materials such as newsletters, posters, and flyers. Promotional materials such as buttons, stickers, lapel pins, caps, T-shirts and more can be ordered from: I Support Community Education, P.O. Box 70174, Eugene, Oregon 97401.



A special arrangement has been made with the advertising specialites company of Hartman & Regan Associates in Flint, Michigan. If you would like to reproduce this logo on materials not listed in the I Support Community Education materials order form, or want to use a message tailored to your own program, contact this advertising company at: Hartman & Regan Associates, 1308 Springborrow, Flint, Michigan 48504

Ideas, Ideas, Ideas, Ideas, Ideas, Ideas

Products Get Attention — Attention Opens Doors

We encourage you to use "I Support Community Education" materials in your NCE Day planning as well as other times during the year. These simple products, if used creatively, can gain your program attention, which could lead to opening doors and stronger support. A small gift along with a request or a thank you can gain you continued support. A small gift as a child's incentive can win involvement. Here are some ideas on how to get the most out of "I Support Community Education" materials.

- Send advisory board members a cup and a letter thanking them for their past involvement.
- Send the editor of the paper and the manager of the TV station a lapel pin requesting their support for NCE Day publicity.
- Give patches to Boy Scouts and Girl Scouts who help deliver promotional flyers.
- Write letters to all the members on your policy making board inviting them to your NCE Day activities and requesting that they wear their buttons.
- Say thank you to custodians by giving them an award of recognition and a golf shirt.
- Give rolls of stickers to teachers, so they can use them as incentive awards for students.
- Send the president of the Chamber of Commerce a golf shirt along with a request for support from the business sector for your NCE Day activities.
- Provides patches to Jaycee chapters who take on an NCE Day activity.
- Ask restaurant owners to place stickers on placemats, November 16.
- Stamp all your letters with "I Support Community Education".
- Give pencils to those who register for classes.
- Ask fast food restaurants to purchase and wear buttons or caps on November 16.
- Place stickers on individuals providing public testimony on behalf of community education.
- Send volunteers thank you letters that enclose a lapel pin.
- Ask class leaders and teachers to wear a button on NCE Day.

And remember, every time you purchase an "I Support Community Education" product you are supporting community education nationally.

Invitation Checklist

If you are planning a special event for NCE Day, the event itself usually dictates who should be invited. If it's an activity of general interest, don't forget to invite the following:

If you want to gain committee involvement, don't be afraid to ask. One way to gain volunteer help is to develop a self-mailer. Be sure to include lots of opportunities for involvement like the sample below.

Join the Fun
Be a Part of

Yes! I want to be a part of the National Community Education Day Celebration November 16, 1983. I would like to:

- Be a committee member and work on:
  - ☐ Fun Run
  - ☐ Parade
  - ☐ Wednesday Night Craft Show
  - ☐ Community Dance
  - ☐ Publicity
- Contribute money (specify amount): _____
- Donate in-kind services (specify): _____
- Co-Sponsor an Event:
  - ☐ Food Booth
  - ☐ Pancake Breakfast
  - ☐ Youth Concert
  - ☐ Bicycle Race
  - ☐ Art Show
  - ☐ Health Fair
  - ☐ Other _____

For more information write [Local Community Education Program, Anytown, USA].

Name _____
Address _____
Phone _____

Joint Resolution

Whereas Community Education is a philosophy that seeks to help people meet their needs and desires through the mobilization of all available community resources; and

Whereas Community Colleges, Junior Colleges, Technical Colleges, Community Schools, and other tax-supported institutions serve as a means to deliver community education; and

Whereas the promotion of the programs provided by these institutions helps to build a better understanding of, and support for, community education.

Be it therefore resolved that the American Association of Community and Junior Colleges and the National Community Education Association recognize Wednesday, November 16, 1983, as National Community Education Day; and

Be it further resolved that both AACJC and NCEA will promote this Day through their national networks and encourage their respective memberships to plan and participate in special observances on November 16, 1983.

Dale Parnell
AACJC President

Paul Tremper
NCEA Executive Director

Proclamation

WHEREAS: Public education is a community enterprise; and

WHEREAS: Education is a lifelong process; and

WHEREAS: Interagency cooperation promotes efficient use of limited resources; and

WHEREAS: Local residents have a right to be involved in deciding how the resources of their communities will be used; and

WHEREAS: Community education promotes the use of community resources and community volunteers in schools and colleges; the use of public resources to provide educational opportunities for community residents of all ages; interagency cooperation to maximize the use of existing resources; and citizen involvement in educational decision-making; and

WHEREAS: The goal of community education is a sharing, educative community; and

WHEREAS: "I Support Community Education" is the slogan of Community Education Day, cosponsored by the National Community Education Association, the American Association of Community and Junior Colleges, and the (state association).

NOW, THEREFORE, I, (mayor, superintendent, commissioner, governor) of (name of public jurisdiction), do hereby proclaim November 16, 1983, as Community Education Day in _____ and call upon the people of _____ to recognize and celebrate the bonds they have discovered, the partnerships they have formed, and the sense of community they have strengthened through community education programs.

COMMUNITY EVENT ORGANIZER

This 4-page insert outlines twelve basic steps to follow when selecting, organizing and conducting a community event. These steps are described simply to help you develop a better understanding of what your organization will have to do to sponsor a community event. Custom-tailor these steps to reflect your own ideas and the special needs of your event, organization and neighborhood.

Exercise: You may use the Organizer as an exercise. Choose an event you are likely to sponsor or any event described in this newsletter. Following the instructions shown in italics, a 3-7 person committee should be able to "conduct" an event in one evening.

Step 1 Explore the Possibilities

It is essential that the group identify activities that residents will support. A fish fry will work in one neighborhood; a cocktail party might be more appropriate in another. To obtain a feel for the type of event that will be supported, observe events sponsored by the church and civic groups. However, do not simply mimic an event. Expand your horizons. Carefully read this newsletter. Also read publications that describe fund raising projects. Even groups with limited resources should be able to identify many events. This is especially true for groups that use the ideas and ingenuity of their members. Suggested reading: The Grass Roots Fund-Raising Book: How to Raise Money in Your Community. Joan Flanagan (Chicago: Swallow Press, 1977). 219 pp. $4.75.

Step 2 Select the Event

The group's governing body, its Board of Directors or equivalent, should make the final decision committing the group to an event. The Board may have several interrelated reasons for sponsoring an event: to raise money, provide residents with a social or cultural occasion, get members involved, recruit new members, publicize the organization or generate community support. The Board should determine what it wants to accomplish and choose an event accordingly.

The Board also must ascertain whether or not the group has the wherewithal to sponsor an event. The Board should judge the enthusiasm and commitment of its members to work on the event and decide that an event will complement, not complicate, the group's other activities. A Board should also prepare an initial budget estimate to determine if the group has sufficient "start-up" funds.

Name Your Event _____

Brief Description (themes, location, major activities): _____

_____

_____

Once it selects an event, the Board should also establish procedures for how an event will be organized. For small groups organizing small events, the Board may want to organize an event itself by assigning various tasks and duties to the Board members themselves (advance Step 6).

For a major event, however, the Board should establish a special committee system specifically organized to conduct the event. Naturally, the Board should continue to fulfill its responsibility as a governing body, setting ground rules for committees, monitoring progress and controlling expenditures. However, the Board should also delegate authority to an events chairperson and committee coordinators to enable them to conduct the event. Board members themselves can volunteer for key assignments and help recruit their friends and neighbors.

Step 3 Appoint the Event Chairperson

The group's president or Board should appoint an events chairperson, who must be a willing volunteer capable of handling this major responsibility. Along with the Steering Committee, the events chairperson will plan the event, prepare a budget, set a timetable and recruit committee heads. The events chairperson must also coordinate the event, make sure that all committees understand their duties, prevent duplications of effort or omissions among committees, monitor committee progress to insure that work is done on time, and handle the inevitable crises.

Name _____ Address _____ Day Phone _____ Night Phone _____

Step 4 Establish a Committee System

Initially, the organizers of a community event may feel overwhelmed by innumerable tasks and details. The purpose of the committee system is to divide the workload of an event into manageable arenas. Once these arenas are defined, it becomes much easier for the events chairperson or committee head to identify what must be done and how this can be accomplished.

A committee system will vary in size. A small event may require only a few "committees," each containing only one or two persons. Large events may require numerous committees with many members who are further divided into subcommittees. Exactly how an event is divided depends on the nature of the event and upon the skills and interests of available volunteers and committee heads.

Review the committee structure of the two events listed below (see "Parties" and "Tour" sections for descriptions of these events). List committees for your event.

Anneslie Pancake Breakfast	Edgefield Home Tour and Festival	Your Event
Publicity and Decorations	*Arts, Crafts and Flea Market*	*Brochures, Posters and Tickets*
Block Captains	*Church Selection*	*Children's Refreshment Committee*
Tickets and Finance	*Cleanup Committee*	*Bake Sale and Flower Shop*
Food	*Entertainment*	*Information Booth*
Door Prizes	*Games*	*House Selection*
Picnic Table	*Publicity*	*Food*
Sausages (Precook)	*Security*	*Ticket Sales*
Chefs	*Transportation, Parking and Barricades*	
Serving		
Cleanup		

Step 5 Form a Steering Committee

As an event is being organized, an event steering committee should be formed to plan and coordinate the event. Initially the committee would consist of the events chairperson and the initial committee heads. Newly appointed committee heads would automatically become members of the steering committee.

For an organization sponsoring a new event, a steering committee can meet regularly (weekly) to plan the event and discuss innumerable details and ideas (what is the best date? what hours? should we have posters or flyers? what about games for children?) Steering committee meetings also enable committee heads to get to know each other and coordinate their activities, and enables everyone to reassure each other that everything is being done.

Groups that have previously sponsored the same or similar events are less inclined to hold regular steering committee meetings. Because precedents have been established and duties identified, event organizers usually have a desire to get on with it without losing time in steering committee meetings. Still, some steering committee meetings should be held to discuss new ideas and techniques, to coordinate activities, and to give new volunteers a chance to meet the event "veterans."

Prepare a list of every member of the steering committee, their committee assignment and their home/work phone numbers. Distribute copies to every member of the committee.

Step 6 Define Committee Tasks

Committee heads and other committee members, following guidance provided by the events chairperson, should list in very specific detail what their committee must do to fulfill its responsibilities.

Have committees use a form similar to that shown below to list the different tasks they must undertake. The events chairperson should collect and coordinate these lists.

The Great Event Committee Worksheet

Committee: *Sheet No.*

Committee/Sub-Committee Head: _____

Task/Instructions	*Person Responsible*	*Target Date*	*Date Completed*	*Est. Costs*
1. _____				
2. _____				
3. _____				

Publicity

Inform and remind your target audience, using a publicity campaign tailored to your event and neighborhood. Check the type of publicity you will need and incorporate these tasks into your committee assignments:

- ☐ *Door-to-door Visits*
- ☐ *Neighborhood Flyers*
- ☐ *School Flyers*
- ☐ *Church/Civic Club Announcements*
- ☐ *Community Newspapers*
- ☐ *Newsletter Article*
- ☐ *Poster*
- ☐ *Calendars (Radio, TV, Newspaper)*
- ☐ *Daily Newspaper Article*
- ☐ *TV/Radio PSA*
- ☐ *TV/Radio News*
- ☐ *Magazines*
- ☐ *Paid Ads*
- ☐ *Others* _____ _____ _____

Arrangements/Permits

Don't forget to reserve the park or get a needed permit. Establish an Arrangements Committee or assign these tasks to other committees:

- ☐ *Rent Meeting/Dance Hall*
- ☐ *Reserve Park or Ballfield*
- ☐ *Obtain Sales Tax Number*
- ☐ *Obtain Festival or Parade Permit*
- ☐ *Obtain Temporary Liquor License*
- ☐ *Reserve Mobile Stage*
- ☐ *Obtain Liability Insurance*
- ☐ *Other(s)* _____ _____ _____

Step 7 Itemize the Budget

Using the lists of tasks (above), the events chairperson will be able to identify all expenses: printing costs, hall rental, supplies, food, insurance, permit fee, acoustical equipment and others. Using these estimates, the chairperson can confirm that the initial budget estimate (Step 2) was accurate, that the organization does have the financial means of producing the event, and that the "start-up" funds appropriated by the Board are sufficient. Based on these figures, the events chairperson can also apportion the available funds among the different committees.

This budget should also be used to identify merchandise or services that might be donated, as a community event provides an excellent reason to call upon merchants and businessmen to ask for support. Thus, a grocer might donate hamburger buns, a clothing store might provide a gift certificate for contest winners and a local bank might pay for printing the poster. The separate committees can seek these donations, or, for a major event, a Donations Committee can be formed.

*Prepare a budget. List expenses. List advance revenue, including possible donations **and** advance ticket sales. (Be liberal with expense estimates, conservative with revenue.) **Estimate** what it will cost to produce the event. It is **more** difficult to estimate the total revenue/expenses **of an** event, as turnout (and the weather!) is difficult to predict. Estimate gross revenue/expenses for difficult circumstances: good weather/large turnout; poor weather/low turnout; rain-out/cost to reschedule.*

Step 8 Develop a Timetable

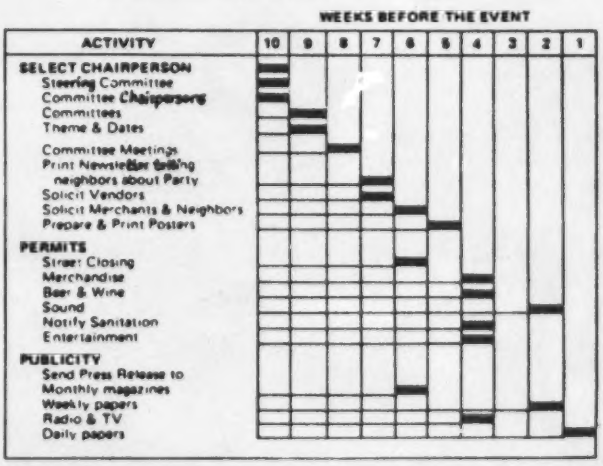
It is essential to establish a timetable for an event. Many deadlines must be met. There are always tasks which must be done immediately if an event is to be undertaken at all. Also, one committee may not be able to do its job until another has done its.

Jointly, the events chairperson and the committee heads should establish due dates for each committee task. The events chairperson should stress to each committee how the other committees are counting on them, keep track that tasks are accomplished and reassign tasks if a committee becomes overwhelmed or disorganized.

Prepare a timetable, which can be a graph similar to the one shown here or a log of what must be accomplished each week (or month) before the event.

(Citizens Committee for New York City)

SAMPLE TIMETABLE FOR ORGANIZING A BLOCK PARTY



Step 9 Recruit Volunteers

After identifying specific tasks, the group should reach out to involve numerous members and residents. For most community events, there is usually something for everyone to do--including elderly people and children. These volunteers can spread out the workload of an event so that all can enjoy themselves and not feel overburdened. In addition, when volunteers work on an event, their commitment to that event (and the organization) increases. It is quite likely they will attend and will bring their friends and families.

When recruiting volunteers, be specific and personal. Never assume that volunteers will arrive solely because of a printed appeal or a public announcement. Instead, call or visit the member or resident, explain why they are needed, ask them to do a very specific, manageable task (i.e. visit five stores to place posters in windows) and get a yes or no answer for this request for help. Assuming the organization has a good reputation and the event is worthwhile, there should be many positive responses. Keep committees open for new members, but do not demand that all volunteers come to committee meetings or accept open-ended assignments.

The individual committees can recruit their own volunteers, and committee members should be encouraged to involve family and friends. Events requiring a large number of volunteers for specific assignments can form a Volunteer Committee. Warning: Organizations with paid staff should avoid the "let staff do it" attitude that keeps volunteers from getting involved, prevents a group from recruiting new members (and discourages potential leaders) and takes the "community" out of a community event.

Identify tasks which volunteers can accomplish and describe how you will contact/organize these volunteers.

Step 10 Do It!

Having completed Steps 1 through 9, the group should be organized to produce its event. This preparation will make it easier but not easy. To be successful, many people will have to work cooperatively together, learn new skills, shoulder responsibilities and be prepared to handle the unexpected.

Carefully, coordinate all activities on the day of the event. Prepare a factsheet for committee/volunteer use, describing each major activity, its location, time and the name of the person in charge. Detail standard procedures, such as how money will be collected, provide answers to likely questions ("where is the rest room?"), and list emergency phone numbers.

Step 11 Clean Up and Give Thanks

An event is not finished when the public goes home. Always plan in advance to have volunteers assigned to take down decorations, remove signs and posters, and clean up.

"Thank you's" are essential. All organizers of an event should personally thank those who helped them. Volunteers and donors should also be thanked at meetings and/or named and thanked in a newsletter or an event program. Thank you letters are always appropriate. Also, don't forget to thank any public employees who were helpful.

Step 12 Conduct an Evaluation

The experience gained by a group in conducting a community event is an invaluable asset that can make it easier to sponsor the same or similar event or a more ambitious event in the future.

Soon after an event, the steering committee plus at least some Board members should meet to discuss what worked well, what could have been done better and how the event could be improved and/or expanded.

All documents, including worksheets, budgets, receipts, records of donations, lists of volunteers, guest registers and copies of all printed materials should be assembled and stored for future reference.

Review Steps 1 through 11 to determine how the event could have been better planned and organized.

The *Community Events Organizer* is reprinted from Conserve Neighborhoods a bimonthly newsletter for community groups published by the National Trust for Historic Preservation. Subscriptions are $10. For more information, write Conserve Neighborhoods, National Trust for Historic Preservation, 1785 Massachusetts Ave., N.W., Washington, D.C. 20036

Special Event Analyzer

Instructions:

General: Special events can be designed to accomplish different purposes. This form has been developed to aid planning groups in determining purpose, and prioritizing events.

Planning Group: The group needs to discuss, and reach consensus on what purpose(s) they would like their special event to accomplish. Once this is completed, the group needs to place a point value (1 low — 10 high) in the brackets ( ) for each of the following purpose categroies. Next, the group needs to brainstorm potential events and list them on the left side of the page.

Individuals: Each member will rate each potential event by assigning a point value under each purpose category. (The point value can not exceed the designated top point value per category). Each individual will total their score on the right.

Summary: Individuals will compare forms to determine the groups top 3 priorities based on total scores. Negative aspects (e.g. required financing, required lead time, etc.), must then be considered. A final selection and/or modification of the top event can then be determined through consensus.

Will this potential event. . .

Potential Event	Attract a large number of participants? ( )	Attract newcomers to Community Education? ( )	Attract policy-makers and/or key individuals? ( )	Attract the news media? ( )	Involve other sponsors? ( )	Provide recognition/thank yous? ( )	Provide information/awareness about Community Education? ( )	Raise funds for the program? ( )	Be fun for the participants? ( )	Other? ( )	Your Total Score ( )
1)											
2)											
3)											
4)											
5)											
6)											
7)											
8)											
9)											
10)											

National Community Education Day
Wednesday, November 16, 1983

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RESOURCES

ORGANIZATIONS

The most important resources in your planning efforts are human resources. The more people you can involve in planning, the more ownership they will have in the end product. Try to involve action-oriented groups in your NCE Day celebration activities.

American Education Week is sponsored by five national organizations:

- National Congress of Parents and Teachers
- National Education Association
- National School Boards Association
- American Legion
- U.S. Education Department

We encourage you to contact their local and state counterparts, and invite them to become a part of the planning process.

PAMPHLETS

Two excellent pamphlets are available at low cost through the League of Women Voters:

Getting Into Print is a four-page pamphlet filled with tips and examples of how to work with the print media. It explains how to research, gives tips on timing, provides guidance on the wire services, and provides hints on other ways to get into print beyond the traditional methods. It also provides examples of news releases. (40¢)

Breaking Into Broadcasting is a six page pamphlet containing guidelines for approaching the media and developing radio and TV spots. It tells you where to start and what to do. Sample spot announcements are included along with a resource listing of low-cost publications. A listing of national organizations dealing with broadcasting is also included. (60¢)

For the above publications contact: League of Women Voters of the United States, 1730 M Street, NW, Washington, D.C. 20036.

PROMOTIONAL MATERIALS

Promotional materials displaying, "I Support Community Education" can be purchased to enhance your community's event. For information on materials and products contact: I Support Community Education, P.O. Box 70174, Eugene, Oregon 97401.

I SUPPORT COMMUNITY EDUCATION

NCEA

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1201 16th Street, N.W. #305
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American Association of Community and Junior Colleges
One Dupont Circle
Washington, DC 20036

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